



Revitalize YC

Rooted ⁱⁿ our Past • Building ^{for} our Future

SURVEY RESULTS SUMMARY

August 2018



Survey Process & Methodology

Our first major project as a newly-formed organization was to get a pulse on what was needed in the community by conducting surveys of residents of Woodson County, Kansas, and non-resident frequent visitors.

In August of 2018, we produced two different surveys for each respective group of respondents. Surveys were conducted using the online version of Survey Monkey and printed versions were available as well for those without internet access. Participation was solicited via shared links on various Facebook Group pages as well as articles in The Yates Center *NEWS*.

Most questions were open-ended so as not to limit any responses or ideas. Responses were then tabulated and similar themes compiled into a summary of highlights we then shared with the community at a public community meeting held in November 2018 and then published in the *NEWS*. Those summarized highlights are found on pages 5-24.

The entirety of questions asked are listed on the following two pages. A professionally-prepared full report of the entirety of each survey is forthcoming.



Survey Process & Methodology: Resident Survey Questions

1. How long have you lived in Woodson County?
2. Which community do you live in?
3. What is your age?
4. Do you have children under the age of 18, and if so, how many?
5. If you did not grow up in Woodson County, what brought – and has kept - you here?
6. What ideas do you have regarding industries that could provide additional jobs and will be a good fit for the communities of Woodson County?
7. Think about all of the items and services that you drive out of town to get. With that in mind, what types of businesses would you like to see serve the communities of Woodson County? What businesses would you like to shop at around the Square?
8. The surrounding communities of Burlington, Iola, and Chanute have many goods and services that Woodson County residents drive out of town for. What can't you get in these three communities that you drive farther for or order online?
9. What types of recreational, entertainment, and dining options do you feel are lacking in the Burlington-Iola-Chanute-Yates Center-Eureka area that you would like to see offered in Woodson County?
10. In what ways can the current businesses in Woodson County improve to serve the community better? Be as specific as possible. (Example: I wish there were more restaurant options open past 8pm.)
11. How do you feel about expanding tourism in Woodson County, focusing on historic character, cute little shops, guided tours of the historic landmarks & countryside, and agri-tourism?
12. A school district plays a vital role in the revitalization of a town. In what ways would you like to see the school system improve?
13. Highways 54 & 75 are frequented by travelers who drive through Yates Center on to a different destination. As a community, we want to make a good impression and give them reason to stop & enjoy our town. What ideas do you have to organize a community clean-up, helping clean up properties, get houses painted, and improving the look of the square?
14. How do you feel about a community “going green” initiative? Reduce, reuse, and recycle initiatives can provide a strong component of community development. Examples of this could be: composting for the local produce farmers; yard waste disposal area; reverse vending machines; turning trash into new, usable, products, etc. What kind of recycling initiative or innovative recycling program ideas do you have?
15. What are your biggest concerns with the revitalization of Woodson County?
16. Please share any additional thoughts or ideas you have for the revitalization efforts of Woodson County.
17. This survey is anonymous; however if you would like to be contacted to discuss your ideas further, please provide your contact information below.



Survey Process & Methodology: Non-Resident Survey Questions

1. What is your age?
2. What is your occupation? If retired, please list your previous occupation(s).
3. What hobbies or skillsets do you possess that may benefit the RevitalizeYC efforts and/or group? Examples: website development; home improvement; gardening; contract negotiations; real estate; event planning; marketing; etc.
4. What is your affiliation with Yates Center? Examples: alumni, have family there, visited several times, etc.
5. When driving into town, what is your first impression of Yates Center?
6. How frequently do you visit Y.C.? What, if anything, prevents you from visiting more frequently than you do?
7. When you visit Y.C., where do you stay?
8. What is your opinion on the availability of overnight accommodations in Y.C.?
9. While visiting or spending several days in Y.C. what items have you been unable to purchase that you had to drive to a neighboring town for?
10. What businesses would you like to see around Y.C.? Also, what businesses would you like to be able to shop at specifically around the square when you visit?
11. What types of industries do you feel would be a great addition and provide economic stimulation to YC?
12. What types of recreation & entertainment options would you like to see in Y.C.?
13. Do you feel the dining options in Y.C. are adequate? If not, what additions or improvements would you like to see?
14. Yates Center has many great characteristics. What are your favorite things about Y.C.? What do you love about it?
15. Is Yates Center unique? If so, what do you feel is unique about it that could possibly be its "brand?"
16. When you tell people about Yates Center, what do you say?
17. What are the top three things your family enjoys doing when visiting a new city?
18. What factors do you consider when choosing a vacation destination, a day trip, or an overnight weekend destination?
19. Have you ever considered moving back to Yates Center? If so, what are your top three reasons for not moving back yet?
20. Additional thoughts or comments regarding the revitalization of Yates Center?
21. This survey is anonymous. However, if you would like to be contacted to discuss your ideas further, or if you are interested in opportunities to help the RevitalizeYC efforts, please provide your contact information below.



Survey Responses

- 95 Residents
 - YC: 86
 - Toronto: 4
 - Piqua: 5
- Avg. length of time living in WoCo = 26 years
- Average age = 46
- 90% of respondents do not have children at home



Survey Responses

- 52 Non-Residents
 - Alumni = 35
 - Have family in WoCo = 12
 - Former resident = 3
 - Neighbor/other = 2
- Average age = 42
- Frequency of visits:
 - Daily – 4%
 - Several times/week – 2%
 - Several times/month – 18%
 - Once/month = 22%
 - Several times/year – 34%
 - 1-2 times/year – 10%
 - Every 2-3 years – 6%
 - Every 3 years or more – 4%



Survey Responses

- Common theme: “Don’t forget about the businesses we already have.”
- Our goal is to help existing businesses thrive. New businesses & industries will drive more traffic to area, benefitting existing businesses.



Existing Business Feedback

- Restaurants
 - More options open past 8 or 9 PM
 - Coordinate so that at least one restaurant is open every day of the week. (Mondays, Sunday evenings)
 - More open on Sunday
 - More on the square
 - Steakhouse/finer dining/sports bar
 - Lower, budget-friendly menu options
 - Locally-sourced beef & produce served
 - Offer a buffet
 - Drive-thru/happy hour for drinks



Existing Business Feedback

- Update Townsman/offer more lodging options (rentals above businesses on Square)
- Improved signage on businesses & coming in to town
- Stay open past 5pm for working people
- Offer artisan products
- *YC News* needs to cover YC activities better
- Stores should open at 6am
- Wish more people knew that places such as Superior, G&W, and Toronto Lumber will special order items for you.
- Coffeehouse



Existing Business Feedback

- Evening gathering spot (Restaurants, Cornerstone?)
- Offer live entertainment
- Another gas station open past midnight
- Businesses that are willing to hire help instead of doing it all themselves.
- Grocery store open later in the Summer
- After-school activities/entertainment for youth
- Become more involved in community & school activities
- Clean up buildings on the square



Items Residents & Visitors Drive Out of Town For

- Clothing – 34%
- Restaurants - 19%
 - Seafood, Sports Bar, Steakhouse
- Gift Shops – 12%
- Organic/Vegetarian/Specialty Groceries – 11%
- Variety Store/Wal-Mart – 10%
- Farm supplies; equipment/tractor parts & service – 9%
- Soda fountain/ice cream store – 7%
- Sporting goods – 7%



Items Residents & Visitors Drive Out of Town For

- Antique stores
- Fabric/craft/quilt stores
- Shoes
- Thrift stores
- Hardware stores/remodeling supplies N/A in YC
- Specialty shops
- Recreation/entertainment opportunities
 - Children/Teens; Evening Options
- Computer/Electronics sales, service, repair
- Dry goods



Items Residents & Visitors Drive Out of Town For

- Movie theater
- Pet supplies
- Farmer's market
- More health care options/medicine
- Hotels/lodging/bed & breakfast
- Appliance sales & repair
- Baby items
- Office supplies



Top 12 Businesses People Want to See in YC

- Restaurants!!! – 64%
 - Pie/fresh-baked goods/donuts
 - Steakhouse
 - Drive-Thru/Fast Food
 - Microbrewery
 - Sports Bar & Grill
 - Unique, fine dining
 - Chinese/sushi
 - Café
 - Healthy menu options



Top 12 Businesses People Want to See in YC

- Gift shops – 14%
 - Candles, soaps, scrubs
 - Local/Kansas-made art & creations
 - Souvenirs
- Clothing boutique – 13%
- Movie theater/drive-in – 8%
- Live music/outdoor concerts/festivals – 7%
- Soda fountain/ice cream parlor – 7%



Top 12 Businesses People Want to See in YC

- Home décor/furniture – 6%
- Coffeeshop/WiFi café – 6%
- Antique store – 6%
- Family-friendly entertainment – 6%
- Fabric/craft/quilt supplies – 4%
- Shoe store – 4%



Other Suggestions

- Nightlife/evening entertainment options – 3%
- Sporting goods store – 3%
- Pet supplies – 3%
- Art gallery/artisan shops
 - Mike Collins / Industrial artwork
- Event Venue
 - Weddings, Parties, Concerts, Reunions (Movies?)



Top Industry Suggestions

- Manufacturing/small assembly – 30%
 - Textiles
 - Oil-drilling equipment
 - Aircraft
 - Farm equipment
- Restaurants – 15%
- Retail shops – 13%
- Bed & Breakfast/Lodging – 8%
- Family-friendly recreation – 8%
- Agri-business – 8%



Top Industry Suggestions

- Farm supply/equipment store – 6%
- Distribution center – 6%
- Capitalize on hunting/fishing industry (tourism, supplies) – 4%
- Sporting goods
- Microbrewery
- Another grocery store/co-op/grocery delivery
- Call center/tech support
- Oilfield supply store – cater to Oil & Gas Industry



Top Industry Suggestions

- Tourism
 - Agri-tourism
 - Lake tourism
- Green energy
 - Biofuel production
 - Wind energy
- Daycare
- Watersports sales & rentals
- Movie theater
- Health Care
 - Home Health
 - Variety of providers
 - Urgent Care?
- Capitalize on local-grown products
- Metal-working/welding/industrial arts
 - Example: Mike Collins



What Prevents People From Moving Back

46 people responded to “Have you ever considered moving back? If so, what are the top 3 things that have prevented you from moving back yet?”

- Their (or spouse’s) current career – 37%
 - Not viable to area
 - Can’t work remotely in YC for current employer
- Lack of local career opportunities – 37%
- Lack of activities/having to travel for entertainment/dining – 30%
- School system – 20%
 - Underfunded; not attracting & retaining teachers
 - Lack of variety of classes/academic challenges
 - Lack of opportunities for special needs children



What Prevents People From Moving Back

- Housing – 20%
- Possibly when I retire – 18%
- Lack of shopping/having to travel to shop – 15%
- Lack of high-paying jobs/competitive wages – 15%
- Location – 13%
 - Including having to commute to work
- Lack of medical facilities – 11%
- Kids still living at home or in school – 9%



What Prevents People From Moving Back

- We wouldn't fit in/Small-town mindset – 9%
- Consider buying a second home here for visits – 9%
- Churches – 7%
 - Lack of variety
 - Lack of modern or non-denominational
- No family here
- The future of the town
- Small population
- High taxes



What Prevents People From Moving Back

- City has become rundown
 - Lack of pride in home ownership
 - City maintenance
 - Buildings on square in need of restoration
- Lack of senior services
- Lack of support/employment opportunities for special needs children
- Lack of daycare
- Lack of grocery options